



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

DATE: 10-20-2012 PAGE: 1 of 3  
CAMPAIGN GROUP - 304  
ATTN: LISA CABANEL  
1600 LOCUST STREET  
PHILADELPHIA PA 19103

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
403027	10-19-2012		0	KANE ATTORNEY GEN. COMM TO ELECT	KANE ATTORNEY GENERAL	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#	Start Date	End Date	SAR #	Sales Office	Account Executive	Start Date	End Date	Package	Contract Title								
10-22-28				PHILADELPHIA	D. OHLEY	10-22-2012	10-28-2012	N									
Line	Start Date	End Date	Time Period	Description	FC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-22-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	1	1	1	1	1			5	1,500	5	7,500.00
2	10-22-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	X	X	X	X	X			3	2,200	3	6,600.00
3	10-22-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	X	X	X	X	X			3	3,000	3	9,000.00
4	10-22-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1	1	1	1	1			5	3,000	5	15,000.00
5	10-22-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	X	X	X	X	X			3	3,200	3	9,600.00
6	10-22-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	1	1	1	1	1			5	2,000	5	10,000.00
7	10-28-2012	10-28-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							1	1	600	1	600.00
8	10-27-2012	10-27-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)	9	30							1	1	800	1	800.00
9	10-22-2012	10-26-2012	06:30PM - 07:00PM	EARLY NEWS ABC WORLD NEWS 630-7P MO-FR	8	30	X	X	X	X	X			1	4,000	1	4,000.00
10	10-22-2012	10-26-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	X	X	X	X	X			3	1,000	3	3,000.00
11	10-22-2012	10-26-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	1	1	1	1	1			5	1,000	5	5,000.00
12	10-28-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	9	30							1	1	700	1	700.00
13	10-22-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	30	1	1	1	1	1			5	1,100	5	5,500.00
14	10-22-2012	10-26-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	8	30	1	1	1	1	1			5	1,100	5	5,500.00
15	10-22-2012	10-26-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	8	30	1	1	1	1	1			5	1,600	5	8,000.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#	Start Date	End Date	SAR #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title	Total \$	
10-22-28				PHILADELPHIA	D. OHLEY	10-22-2012	10-28-2012	M (Broadcast Month, Cycle 1)	N			
16	10-22-2012	10-26-2012	12:00PM - 12:30PM		DAYTIME NOON NEWS WEEKDAY (6950)	9	30	1 1 1 1 1 1	5	1,400	5	7,000.00
17	10-22-2012	10-26-2012	12:30PM - 01:00PM		DAYTIME 1230-1P WEEKDAY (6951)	8	30	1 1 1 1 1 1	5	1,100	5	5,500.00
18	10-22-2012	10-26-2012	04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)	8	30	X X X X X	3	1,300	3	3,900.00
19	10-22-2012	10-26-2012	07:30PM - 08:00PM		ACCESS MO-FR WHEEL (7064)	9	30	1 1 1 1 1 1	5	3,000	5	15,000.00
20	10-22-2012	10-26-2012	12:02AM - 01:06AM		LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	9	30	1 1 1 1 1 1	5	500	5	2,500.00
21	10-22-2012	10-22-2012	08:00PM - 09:00PM		PRIME MO8 (7008)	9	30	1	1	10,000	1	10,000.00
22	10-23-2012	10-23-2012	08:00PM - 09:00PM		PRIME TU8 (7014)	9	30	1	1	6,000	1	6,000.00
23	10-24-2012	10-24-2012	09:00PM - 10:00PM		PRIME WE9 (7020)	9	30	1	1	10,000	1	10,000.00
24	10-25-2012	10-25-2012	09:00PM - 10:00PM		PRIME TH9 (7039)	9	30	1	1	6,000	1	6,000.00
25	10-25-2012	10-25-2012	10:00PM - 11:00PM		PRIME TH10 (7040)	9	30	1	1	6,000	1	6,000.00
26	10-28-2012	10-28-2012	09:00PM - 10:00PM		PRIME SU9 (7050)	9	30	1	1	5,000	1	5,000.00
Contracted Gross Total:											80	167,700.00
Actual Gross Total:											80	167,700.00
Agency Commission:												25,135.00
Net Total:												142,565.00

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Contract No 403027	Contract Dt 10-19-2012	Revision Dt	Rev# 0	Advertiser KANE ATTORNEY GEN. COMM TO ELECT	Brand KANE ATTORNEY GENERAL	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA					
Agency Est# 10-22-28	SAR #	Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-22-2012	End Date 10-28-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title				
Line	Start Date	End Date	Time Period	Description	FC	Duration	M T W T F S S	SPW	Price	Tot Spots	Total \$	
Month/YR	Preempted			Made Good			Contract Total			Adjustments		Actual Total
Oct 12	0.00			0.00			167,700.00			0.00		167,700.00
TOTAL	0.00			0.00			167,700.00			0.00		167,700.00

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